

REMARKS/ARGUMENTS

In response to the Office Action dated January 22, 2004, please consider the following remarks.

In the Office Action issued January 22, 2004, claims 1, 4, 6-11, 14, 16-21, 24, 26-31, 34, 36-40, and 42-48 were rejected under 35 U.S.C. §103(a) as being unpatentable over Simoudis et al., U.S. Patent No. 5,692,107 (Simoudis) in view of the article by Cooley et al. (Cooley).

Claims 6-8, 10, 16-18, 20, 26-28, 30, 36-40, 43-46, 48-52 are now pending in this application. Claims 1-5, 9, 11-15, 19, 21-25, 29, 31-35, 41-42, and 47, have been canceled. New claims 49, 50, 51, and 52, corresponding to claims 1, 11, 21, and 31 respectively, have been added. Claims 6, 10, 16, 20, 26, 30, 36, and 48 have been amended to correct dependencies or to clarify the subject matter that the applicant considers to be the invention.

Each of the claims now pending in this application is believed to define an invention that is novel and unobvious over the prior art. Favorable reconsideration of this case is respectfully requested.

The present invention is not anticipated by, nor obvious in view of, the references relied upon in the Office Action, as these prior art references do not disclose or suggest the claimed features of the present invention.

The Applicant respectfully submits that the present invention according to claims 6-8, 10, 16-18, 20, 26-28, 30, 36-40, 43-46, and 48-52 is not obvious over

the combination of Simoudis and Cooley. The rejection of claims 4, 9, 11, 14, 19, 21, 24, 29, 31, 34, 42, and 47 is moot as those claims have been canceled.

Simoudis discloses a data mining system including a user interface, a plurality of data sources, at least one top-down data analysis module and at least one bottom-up data analysis module in cooperative communication with each other and with the user interface, and a server processor in communication with the data sources and with the data analysis modules. Simoudis discloses a data mining method involving the integration of top-down and bottom-up data mining techniques to extract predictive models from a data source. A data source is selected and used to construct a target data set. A data analysis module is selected and module specific parameters are set. The selected data analysis module is applied to the target data set based on the set parameters. Finally, predictive models are extracted based on the target data set.

The present invention, for example, according to claim 49, requires collecting data from a plurality of data sources, including proprietary corporate data comprising proprietary account or user-based data, external data comprising data acquired from sources external to the system, Web data comprising Web traffic data, web server application program interface data and Web server log data, and Web transaction data comprising data relating to transactions completed over the Web;

Simoudis discloses collecting data from a database, a spreadsheet, and a flatfile. Simoudis does not disclose or suggest collecting data from a plurality of data sources including proprietary corporate data comprising proprietary account or user-based data, external data comprising data acquired from sources external to the system, Web data comprising Web traffic data, web server application program interface data and Web server log data, and Web transaction data comprising data relating to transactions completed over the Web.

Cooley is directed to collecting and using data from Web data sources. In particular, Cooley discloses collecting data from sources across the web and from user browsing and access patterns. Cooley also does not disclose or suggest collecting data from other than Web data sources, and in particular, does not disclose or suggest collecting data from the data sources required by the present invention, namely a plurality of data sources including proprietary corporate data comprising proprietary account or user-based data, external data comprising data acquired from sources external to the system, Web data comprising Web traffic data, web server application program interface data and Web server log data, and Web transaction data comprising data relating to transactions completed over the Web.

Thus, the combination of Simoudis and Cooley does not disclose or suggest this requirement of the present invention.

The present invention, for example, according to claim 49, requires selecting data that is relevant to a desired output from among the collected data by mapping between general attributes and particular features, the selected data having reduced dimensionality relative to the collected data;

Neither Simoudis nor Cooley discloses or suggests this requirement of the present invention. Likewise, the combination of Simoudis and Cooley does not disclose or suggest this requirement of the present invention.

The present invention, for example, according to claim 49, requires pre-processing the selected data by removing redundant or irrelevant information from Web server log data, by identifying a visitor to a web site from the Web traffic data, reconstructing a session from the Web traffic data, by reconstructing a path followed by a visitor in a session from the Web server log data, by analyzing a path a whole Website from the Web server log data, by converting to filenames from the Web server log data to page titles, and by converting IP addresses from the Web traffic data to domain names.

Although Cooley discloses data cleaning, neither Simoudis nor Cooley discloses or suggests this requirement of the present invention. Likewise, the combination of Simoudis and Cooley does not disclose or suggest this requirement of the present invention.

The present invention, for example, according to claim 49, requires integrating the collected data by forming an integrated database comprising

collected data in a coherent format using generated taxonomies to group attributes of the data and using generated profiles of the data.

Neither Simoudis nor Cooley, nor the combination of Simoudis and Cooley discloses or suggests forming an integrated database using generated taxonomies to group attributes of the data and using generated profiles of the data.

Thus, the present invention according to claim 49, and according to claims 50-52, which are similar to claim 49, is not unpatentable over the combination of Simoudis and Cooley. Likewise, the present invention, according to claims 6-8, 10, 16-18, 20, 26-28, 30, 36-40, and 43-46, which depend there from, is not unpatentable over the combination of Simoudis and Cooley.

In view of the above, it is respectfully submitted that the present invention is allowable over the references relied upon in the Office Action. Accordingly, favorable reconsideration of this case and early issuance of the Notice of Allowance are respectfully requested.

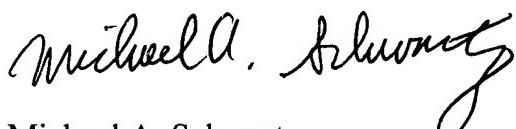
Additional Fees:

The Commissioner is hereby authorized to charge any insufficient fees or credit any overpayment associated with this application to Deposit Account No. 19-5127 (19111.0049).

Conclusion

In view of the foregoing, all of the Examiner's rejections to the claims are believed to be overcome. The Applicants respectfully request reconsideration and issuance of a Notice of Allowance for all the claims remaining in the application. Should the Examiner feel further communication would facilitate prosecution, he is urged to call the undersigned at the phone number provided below.

Respectfully Submitted,



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